

## ORDER



**Orders**  
**Order / Rev:** 67469  
**Alt Order #:** 9849470 /Brad  
**Product Desc:** DSSCC/ROB TEPLITZ  
**Estimate:** 2515  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/22/12 / 10/24/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Buying Time Media  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave NW  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Teplitz/D/Senate PA  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	53	\$9,530.00	\$8,100.50
10/29/12	10/29/12	15	\$2,150.00	\$1,827.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$9,530.00	\$8,100.50	0.00
November 2012	15	\$2,150.00	\$1,827.50	0.00
<b>Totals</b>	<b>68</b>	<b>\$11,680.00</b>	<b>\$9,928.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	27%	\$11,680.00
Market	100%	\$43,259.26

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	35%	\$15,140.74
WHTM	33%	\$14,275.56
WLYH	0%	\$0.00
WPMT	5%	\$2,162.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/23/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	3	\$30.00	P-3	0.00	NM	3	\$90.00
N 2	WHP	10/23/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	4	\$30.00	P-3	0.00	NM	4	\$120.00
N 3	WHP	10/23/12	10/29/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
N 4	WHP	10/23/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	4	\$70.00	P-3	0.00	NM	4	\$280.00
N 5	WHP	10/23/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00

Order / Rev: 67469  
 Alt Order #: 9849470 /Brad  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Teplitz/D/Senate PA  
 Product Desc: DSSCC/ROB TEPLITZ  
 Estimate: 2515

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$175.00	P-3	0.00	NM	11	\$3,100.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/29/12	M-F 11a-12p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]	11a-12p		MTWThF----		:30		<del>(\$175.00)</del>		0.00	NM		
2	WHP	10/23/12-10/29/12	M-F 11a-12p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]	11a-12p		MTWThF----		:30		<del>(\$175.00)</del>		0.00	NM		
4	WHP	10/23/12-10/29/12	M-F 11a-12p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]	11a-12p		MTWThF----		:30		<del>(\$175.00)</del>		0.00	NM		
5	WHP	10/23/12-10/29/12	M-F 7p-730p Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	7p-730p		MTWThF----		:30		\$700.00		0.00	NM		
6	WHP	10/23/12-10/29/12	M-F 730p-8p Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	730p-8p		MTWThF----		:30		\$800.00		0.00	NM		
7	WHP	10/23/12-10/29/12	SEC Day Game Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	Various		-----Sa--		:30		\$200.00		0.00	NM		
8	WHP	10/23/12-10/29/12	Fri Reg 1 Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	8p-9p		-----F----		:30		\$800.00		0.00	NM		
9	WHP	10/23/12-10/29/12	Letterman Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1135p-1235a		MTWThF----		:30		\$140.00		0.00	NM		
10	WHP	10/23/12-10/29/12	Letterman Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1135p-1235a		MTWThF----		:30		\$140.00		0.00	NM		
11	WHP	10/23/12-10/29/12	Sa 1130p-1230a Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1130p-1230a		-----Sa--		:30		\$35.00		0.00	NM		
12	WHP	10/23/12-10/29/12	Sa 1230a-130a Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1230a-130a		-----Sa--		:30		\$20.00		0.00	NM		
13	WHP	10/23/12-10/29/12	Su 1230a-130a Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1230a-130a		-----Su		:30		\$20.00		0.00	NM		
14	WHP	10/23/12-10/29/12	Face the State Ⓜ MG for 14.4,12.5,7.3,20.1,20.3,15.3,14.2,20.2,6.1,6.2,12.1,7.4,15.1,20.4,6.4 [MG within Flight]	1130a-12p		-----Su		:30		\$70.00		0.00	NM		
N 7	WHP	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	2	\$200.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WHP	10/23/12-10/29/12	M-F 10a-11a See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]	10a-11a		MTWThF----		:30		<del>(\$100.00)</del>		0.00	NM		
4	WHP	10/23/12-10/29/12	M-F 10a-11a See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]	10a-11a		MTWThF----		:30		<del>(\$100.00)</del>		0.00	NM		
N 8	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	4	\$140.00	P-3	0.00	NM	4	\$560.00
N 9	WHP	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
N 10	WHP	10/23/12	10/29/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N 11	WHP	10/23/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N			10/29/12		CM				5		P-3	0.00	NM	3	\$330.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	WHP	10/23/12		M-F 530p-6p News CBS 21 News at 530p		530p-6p	MTWTF--	:30		\$110.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/29/12		M-F 530p-6p News See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		530p-6p	MTWThF----	:30		<del>(\$110.00)</del>		0.00	NM		
5	WHP	10/23/12-10/29/12		M-F 530p-6p News See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		530p-6p	MTWThF----	:30		<del>(\$110.00)</del>		0.00	NM		
N13	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N14	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	2	\$900.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/23/12-10/29/12		M-F 730p-8p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		730p-8p	MTWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
4	WHP	10/23/12-10/29/12		M-F 730p-8p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		730p-8p	MTWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
N15	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/29/12		M-F 7p-730p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		7p-730p	MTWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
3	WHP	10/23/12-10/29/12		M-F 7p-730p See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		7p-730p	MTWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
N16	WHP	10/23/12	10/29/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N17	WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N18	WHP	10/23/12	10/29/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N19	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N20	WHP	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	4	\$70.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/23/12-10/29/12		Letterman See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		1135p-1235a	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
2	WHP	10/23/12-10/29/12		Letterman See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		1135p-1235a	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
3	WHP	10/23/12-10/29/12		Letterman See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		1135p-1235a	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
4	WHP	10/23/12-10/29/12		Letterman See MG 6.5,6.6,6.7,6.8,6.9,6.10,6.11,6.12,6.13,6.14 [Preempted by NSM]		1135p-1235a	MTWThF----	:30		<del>(\$70.00)</del>		0.00	NM		
N21	WHP	10/23/12	10/29/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N22	WHP	10/23/12	10/29/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
Totals														68	\$11,680.00